



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Montgomery, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Family Foundations	8.6%	Population		227,050	232,255
In Style	7.3%	Households		89,963	93,130
Metro City Edge	7.0%	Families		58,567	59,899
Modest Income Homes	6.5%	Median Age		35.5	36.4
Prosperous Empty Nesters	4.5%	Median Household Income		\$42,856	\$47,349

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	66	\$1,767.45	\$159,004,916
Men's	66	\$327.68	\$29,479,138
Women's	63	\$591.75	\$53,235,779
Children's	74	\$305.81	\$27,511,827
Footwear	54	\$261.67	\$23,540,201
Watches & Jewelry	77	\$171.22	\$15,403,803
Apparel Products and Services ¹	86	\$109.31	\$9,834,168
Computer			
Computers and Hardware for Home Use	77	\$161.25	\$14,506,540
Software and Accessories for Home Use	76	\$22.05	\$1,983,592
Entertainment & Recreation	77	\$2,854.82	\$256,828,116
Fees and Admissions	76	\$472.27	\$42,486,857
Membership Fees for Clubs ²	78	\$129.77	\$11,674,226
Fees for Participant Sports, excl. Trips	77	\$88.27	\$7,941,057
Admission to Movie/Theatre/Opera/Ballet	76	\$113.92	\$10,248,346
Admission to Sporting Events, excl. Trips	76	\$46.30	\$4,164,865
Fees for Recreational Lessons	73	\$93.62	\$8,422,452
Dating Services	68	\$0.40	\$35,911
TV/Video/Sound Equipment	79	\$1,128.23	\$101,499,255
Community Antenna or Cable TV	80	\$590.34	\$53,108,798
Televisions	78	\$228.04	\$20,515,439
VCRs, Video Cameras, and DVD Players	78	\$26.09	\$2,347,561
Video Cassettes and DVDs	78	\$50.96	\$4,584,393
Video Game Hardware and Software	78	\$27.93	\$2,512,953
Satellite Dishes	70	\$0.78	\$70,033
Rental of Video Cassettes and DVDs	79	\$40.21	\$3,617,145
Streaming/Downloaded Video	78	\$0.63	\$56,673
Sound Equipment ³	75	\$158.52	\$14,260,787
Rental and Repair of TV/Radio/Sound Equipment	81	\$4.73	\$425,473
Pets	80	\$354.26	\$31,869,907
Toys and Games	79	\$117.72	\$10,590,583
Recreational Vehicles and Fees ⁴	73	\$319.02	\$28,700,110
Sports/Recreation/Exercise Equipment ⁵	68	\$146.27	\$13,158,572
Photo Equipment and Supplies ⁶	76	\$96.70	\$8,699,777
Reading ⁷	77	\$220.35	\$19,823,055
Food	78	\$6,475.04	\$582,514,370
Food at Home	78	\$3,800.32	\$341,888,482
Bakery and Cereal Products	78	\$525.39	\$47,265,582
Meat, Poultry, Fish, and Eggs	78	\$953.21	\$85,753,604
Dairy Products	77	\$429.69	\$38,656,146
Fruit and Vegetables	77	\$637.89	\$57,386,394
Snacks and Other Food at Home ⁸	78	\$1,254.15	\$112,826,756
Food Away from Home	78	\$2,674.72	\$240,625,888
Alcoholic Beverages	78	\$464.63	\$41,799,457
Nonalcoholic Beverages at Home	78	\$345.43	\$31,075,715



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	78	\$789.68	\$71,041,995
Vehicle Loans	78	\$4,538.99	\$408,340,848
Health			
Nonprescription Drugs	79	\$89.30	\$8,033,626
Prescription Drugs	81	\$461.27	\$41,497,591
Eyeglasses and Contact Lenses	77	\$59.19	\$5,325,287
Home			
Mortgage Payment and Basics ⁹	74	\$6,809.48	\$612,601,371
Maintenance and Remodeling Services	72	\$1,480.82	\$133,219,361
Maintenance and Remodeling Materials ¹⁰	70	\$291.97	\$26,266,382
Utilities, Fuel, and Public Services	80	\$3,640.02	\$327,467,440
Household Furnishings and Equipment			
Household Textiles ¹¹	77	\$107.70	\$9,688,964
Furniture	77	\$509.93	\$45,875,023
Floor Coverings	75	\$72.78	\$6,547,778
Major Appliances ¹²	74	\$224.06	\$20,157,118
Housewares ¹³	73	\$69.02	\$6,209,302
Small Appliances	75	\$26.52	\$2,386,011
Luggage	78	\$7.84	\$705,421
Telephones and Accessories	66	\$28.51	\$2,564,487
Household Operations			
Child Care	80	\$327.20	\$29,435,685
Lawn and Garden ¹⁴	77	\$325.28	\$29,263,544
Moving/Storage/Freight Express	75	\$39.39	\$3,543,250
Housekeeping Supplies ¹⁵	78	\$599.74	\$53,954,037
Insurance			
Owners and Renters Insurance	78	\$384.57	\$34,596,881
Vehicle Insurance	78	\$1,091.75	\$98,216,855
Life/Other Insurance	79	\$451.52	\$40,620,184
Health Insurance	79	\$1,598.02	\$143,762,966
Personal Care Products ¹⁶	78	\$339.26	\$30,520,690
School Books and Supplies ¹⁷	79	\$93.58	\$8,419,114
Smoking Products	83	\$373.61	\$33,611,106
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	76	\$3,933.09	\$353,832,359
Gasoline and Motor Oil	78	\$1,971.10	\$177,326,432
Vehicle Maintenance and Repairs	76	\$759.33	\$68,311,211
Travel			
Airline Fares	73	\$306.52	\$27,575,084
Lodging on Trips	75	\$316.96	\$28,514,900
Auto/Truck/Van Rental on Trips	74	\$28.83	\$2,593,541
Food and Drink on Trips	75	\$352.32	\$31,696,090

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.